U. S. Appln. No. 10/724,318
Submission dated August 14, 2007
Reply to Office Action dated May 15, 2007

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REMARKS

Claims 1-45 are pending in the application and stand rejected.

Objections to the Claims

Claims 37, 39, and 45 stand objected to of various informalities noted by the Examiner. These claims have been amended as suggested by the Examiner. Claim 40 stand objected to as being of improper dependent form. Claim 40 has been amended herein into independent form. Additional claims fees incurred due to this amendment are submitted concurrently.

Rejection under 35 U.S.C §112

Claim 2 stands rejected under 35 U.S.C. 112 as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicants regard as the invention. In particular, the Examiner finds that "the computing entity" lacks antecedent basis. Claim 2 has been amended to replace "computing entity" with "device" and Applicant submits that his rejection is now moot.

Rejection under 35 U.S.C §101

Claims 25-31 stand rejected under 35 U.S.C. 101 as allegedly being directed to non-statutory subject matter. Claims 25-31 have been amended herein to claim a computer-readable medium encoded with a computer program in accordance with the Examiner's suggestion, and Applicant respectfully requests the Examiner to withdraw this rejection.

Rejection under 35 U.S.C §102

Claims 1-45 stand rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Patent Publication No. 2002/0087526 to Rao. In particular, the Examiner finds that, with regard to claim 1, Rao discloses all of the claimed limitations. Applicant has reviewed the reference with

care, paying particular attention to the passages cited, and is compelled to respectfully disagree with the Examiner's characterization of this reference.

Specifically, Applicant disagrees with the Examiner's assertion that Rao discloses the claimed "responding to activation of a said transport-control element both by moving the displayed item view within or between displayable items and by storing or outputting data indicative of…" The Examiner cites to ¶[0047] of Rao as allegedly disclosing this limitation, but this paragraph in fact reads:

> Yet another optional aspect of the invention provides users with a rating box when the user seeks to leave the web page they are currently viewing. For example, *when a user selects the "forward" or "backward" button* on their web browser, *a rating box appears* that asks them to rate the page they are currently viewing. *Upon entry of their rating* (usually by simply selecting a rating value with one click of a mouse), *the user is immediately directed to the "forward" or "backward" page* that they have requested. In this manner, the user provides meaningful feedback on the web sites they are viewing with a minimum of time and effort. Similarly, if the user seeks to leave a current web page by entering a new URL or by going to a linked page, the rating box appears and requests a rating for the currently viewed page. In such implementations, after providing the rating, the user is automatically sent to the newly entered URL or to the link that they have selected. [emphasis added]

Thus, and contrary to the Examiner's understanding, Rao responds to activation of a transport-control element not by both moving the displayed item and storing/outputting data - in fact, it does neither, because Rao responds to activation of a transport-control element (i.e. forward or back button) by *causing a rating box to appear*, and it is only after the user has entered a selection in this rating box that the displayed item is moved and data is outputted. Applicant submits that the language of Rao is very clear and not open to any alternative interpretations - in response to the back/forward button being activated, a rating box appears and nothing more. To put it plainly, Rao requires two clicks and Applicant only one. Applicant thus respectfully submits that Rao does not in fact teach each and every element of Rao, and requests the Examiner to kindly reconsider, withdraw this rejection, and pass claim 1 to issue.

Claims 2-10 and 12 depend from claim 1 and Applicant therefore respectfully submits that these claims are also allowable at least by virtue of their dependency.

Applicant further submits that the above discussion of the novelty of claim 1 is equally probative of the novelty and allowability of independent claims 13, 25, 32 and 40 because they each recite a limitation that was shown above to be missing from Rao. Furthermore, claims 14-24 depend from claim 13, claims 26-31 depend from claim 25, and claims 33-39 depend from claim 32. Applicant therefore respectfully submits that claims 13-40 are also allowable and requests the Examiner to kindly pass these claims to issue as well.

With respect to claim 11, Applicant has amended the claim to include most limitations of claim 12 to thereby clearly distinguish from Rao. Namely, claim 11 now recites displaying a set of transport-control elements for transporting in a same direction between display views comprising said online service, and for each said transport-control element, presenting an associated information describing a type of experience which said user has encountered that is different from each other said transport-control element. Applicant does note that the Examiner alleges this to be disclosed by Rao's search result links because he interprets "in a same direction" to be anticipated by Rao's search result links transitioning to a new page. Applicant submits that this interpretation is not reasonable because the skilled person very clearly understands direction to mean forward or backwards in a sequence of pages - whereas by the Examiner's own interpretation Rao can only move forward, never back, through his search result links. Applicant therefore respectfully submits that Rao does not disclose all elements of claim 11 as amended herein, and requests the Examiner to kindly reconsider, withdraw this rejection, and pass claim 11 to issue.

Regarding claim 41, Applicant has further clarified this claim via amendment to thereby clearly distinguish over Rao by reciting a "message generation component for, upon activation of a transport-control element of the browser, causing the passing to a said browser…" As Applicant has explained above, Rao does not in fact disclose or make obvious the generation of such information upon the activation of a transport-control element. Applicant therefore respectfully submits that Rao does not disclose all elements of claim 41 as amended herein, and requests the Examiner to kindly reconsider, withdraw this rejection, and pass claim 41 to issue.

Claims 42-45 depend from claim 41 and Applicant therefore respectfully submits that these claims are also allowable at least by virtue of their dependency.

Regarding the prior art made of record by the Examiner but not relied upon, Applicant believes that this art does not render the pending claims unpatentable.

In view of the above, Applicant submits that the application is now in condition for allowance and respectfully urges the Examiner to pass this case to issue.
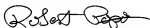
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The Commissioner is authorized to charge any additional fees which may be required or credit overpayment to deposit account no. 08-2025. In particular, if this response is not timely filed, the Commissioner is authorized to treat this response as including a petition to extend the time period pursuant to 37 CFR 1.136(a) requesting an extension of time of the number of months necessary to make this response timely filed and the petition fee due in connection therewith may be charged to deposit account no. 08-2025.

I hereby certify that this document is being transmitted to the
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Respectfully submitted,

August 14, 2007
(Date of Transmission)

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